

1 Abstract of the Invention

2 The present invention is an on-request service
 3 precluding unwanted solicitation of electronic messages.
 4 More specifically, an environment is created whereby a user
 5 may request information in desired categories, customize
 6 each request with respect to the amount of information
 7 wanted, the active duration of such request, the device or
 8 IP address(es) to which to deliver such information and
 9 other user-specified preferences. Further, an advertiser
 10 may respond to the request by providing the sought after
 11 information by way of the service, and may, in turn, define
 12 requirements and specifications related to budget, time
 13 period, response goals, etc. The system operates on the
 14 basis of subscriber and supplier having active requests and
 15 historical record of requests and fulfillment managed as
 16 Information Accounts.

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